

# YOUR STEP- BY-STEP GUIDE TO SWITCHING TO EDUQAS

GCSE MEDIA STUDIES



# GCSE MEDIA STUDIES WITH EDUQAS

## WHY CHOOSE US?

Eduqas GCSE Media Studies offers a specification that is detailed, flexible and full of variety. Learners are engaged by the interesting and diverse set products on which their assessment is based, and the stimulating array of texts that learners will have the opportunity to study leads learners to develop a wide range of deeply embedded skills. We have a wealth of teaching, assessment and training resources available to support teachers in addition to dedicated support from our Media Studies team.

For a brief overview of our GCSE specification, follow this QR code:  
<https://www.youtube.com/watch?v=WkXY-vPIMVU&t=20s>



## SUMMARY OF ASSESSMENT

Component 1: Exploring the Media	
<b>1 hour 30 minutes</b> (Duration includes time to analyse unseen print product)	<b>40% of qualification</b> <b>80 marks</b>
<b>Section A: Exploring Media Language and Representation</b> Set products: Set products from 4 media forms; <i>magazine, film posters, newspaper front pages, print advertisements</i>	<b>Section B: Exploring Media Industries and Audiences</b> Set products: Set products from 4 media forms; <i>newspapers, radio, film, video games</i>
<b>Details of Assessment:</b> Includes analysis of an unseen resource	
Component 2: Understanding Media Forms and Products	
<b>1 hour 30 minutes</b> (Duration includes viewing time )	<b>30% of qualification</b> <b>60 marks</b>
<b>Section A: Television</b> In depth study of set products: choice of two pairs of <i>TV programmes</i>	<b>Section B: Music</b> Set products: choice of <i>two contemporary and one historical music video</i> from a set group, and choice of <i>two websites</i> from a set group along with <i>social and participatory media</i>
<b>Details of Assessment:</b> Includes analysis of extract from set TV programme	
Component 3: NEA - Creating Media	
	<b>30% of qualification</b> <b>60 marks</b>
Learners must respond to one of 8 set briefs selected from 5 media forms*: <i>magazine, television, music marketing, film marketing, online. (inc. a Statement of Aims - 250 words)</i>	
*briefs will change annually	

# MAKE THE SWITCH TO A BOARD THAT WILL SUPPORT YOU

Switching to Eduqas could be the best move you make.

You'll gain access to an unbeatable range of free teaching resources, and our team of subject specialists are on hand to give you all the help and advice you need.

Whether you're with AQA or OCR, you can rest assured that switching to Eduqas is straightforward. Simply follow this guide, compare our specifications, and make the switch!

## MAKING THE SWITCH

Switching to Eduqas is simple, just follow these quick and easy steps:

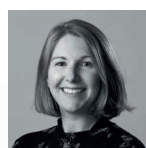
1. Follow our switcher guide for your subject.
2. Register your interest at [www.eduqas.co.uk/switch](http://www.eduqas.co.uk/switch) and receive a printed copy of your chosen specification(s).
3. Visit your qualification page at [www.eduqas.co.uk/qualification](http://www.eduqas.co.uk/qualification), to access the materials you need to begin teaching our specifications.
4. Visit our Digital Resources Website ([resources.eduqas.co.uk](http://resources.eduqas.co.uk)), for free resources that can be used as classroom aids and as revision tools.
5. Contact our subject specialists for subject specific queries, practical advice and guidance.
6. Your Exams Officer will need to register your centre, if your centre is not already registered with us.
7. Once registered, your Exams Officer will be able to provide you with access to our Secure Website ([www.wjecs-services.co.uk](http://www.wjecs-services.co.uk)), which hosts a wealth of resources that are not available elsewhere.

## WE'RE HERE TO SUPPORT YOU

If you have a question, simply contact our Media Studies team who will offer friendly advice and guidance:



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# HELPING YOU MAKE THE SWITCH - COMPARING SPECIFICATIONS

## OCR

Component 1: Television and Promoting Media	
1 hour 45 minutes (Duration includes 30 viewing time)	
35% of qualification 70 marks	
<b>Section A: Television</b> In depth study of set products: <i>Cuffs</i> and <i>The Avengers</i>	<b>Section B: Promoting Media</b> Set products: <i>The Lego Movie</i> (studied for <b>Industries</b> only); advertising and Marketing for <i>The Lego Movie</i> (including 5 promotional posters and the UK TV trailer), <i>The Lego Movie Video Game</i>
<b>Details of Assessment:</b> Includes analysis of extract from set TV programme	
Component 2: Music and News	
1 hour 15 minutes	
35% of qualification 70 marks	
<b>Section A: Music</b> Set products: <i>Mojo</i> magazine (two front covers and one complete edition), two music videos from a choice of four set pairs, <i>Radio 1 Live Lounge</i> (one complete episode)	<b>Section B: News</b> Set Product: <i>The Observer</i> (online, including social and participatory media, and two contemporary front covers and three historical front covers)
<b>Details of Assessment:</b> Includes analysis of unseen resource	<b>Details of Assessment:</b> Includes analysis of unseen resource taken from Observer
Component 3/4: NEA - Creating Media	
30% of qualification 30 marks	
Learners must respond to one of 4 set briefs selected from 4 media forms*: <i>magazine, television, music video, online. (inc. a Statement of Aims - 250-300 words)</i> *briefs will change annually	
<b>Details of Assessment:</b> All work must be undertaken individually.	

## Media 1

1 hour 30 minutes

35% of qualification  
84 marks

### Section A: Media Language and Media Representations

Questions will test any two of the following forms; *magazines, advertising and marketing, newspapers, online, social and participatory media and video games*

### Section B: Media Industries and Media Audiences

Questions will test any two of the following forms: *radio, music video, newspapers, online, social and participatory media and video games, film (industries only).*

\*assesses study of mixture of unseen and close study products\*\*

Assesses study of mixture of unseen and close study products\*\*

**Details of Assessment:** Includes multiple choice questions and analysis of unseen resources

## Media 2

1 hour 30 minutes

35% of qualification  
84 marks

### Section A

Assessment will be based on a screening from an extract of one of the television Close Study Products and other Close Study Products\*\*

### Section B

Based on either *newspapers* or *online, social and participatory media and video games\** and can test any area of the framework.

\*assesses close study products\*\*

**Details of Assessment:** Includes analysis of extract from set TV programme

\*\* Close study products will be reviewed annually

## NEA - Creating a Media Product

30% of qualification  
60 marks

Learners must respond to one of 5 set briefs\* that will be of the following forms: *television, music video, radio, newspapers, magazines, advertising/marketing, online, social and participatory media, video games (inc. a Statement of Intent - 300 words)*

\*briefs will change annually

**Details of Assessment:** All work must be undertaken individually.

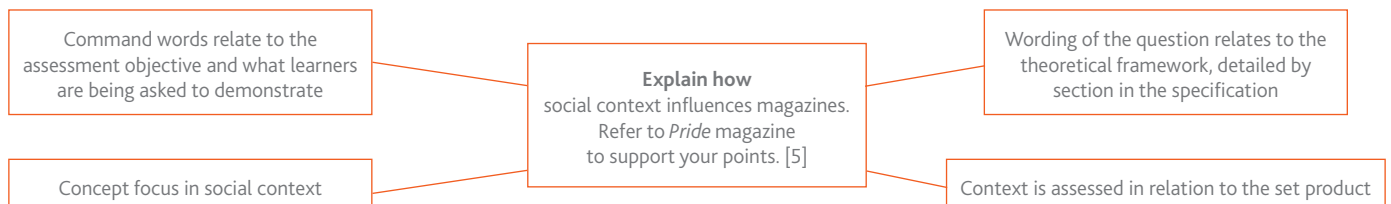
Eduqas	OCR	AQA	
<p>All specifications require learners to study a range of media forms in terms of a theoretical framework which consists of media language, representation, media industries and audiences.</p>			
<p><b>Newspapers</b></p>			
<p><b>Front Pages:</b>  <b>For assessment in 2020:</b>            The Guardian (4 September 2015)            The Sun (18 December 2013)  <b>For assessment 2021 and beyond:</b>            The Guardian (12 September 2018)            The Sun (12 June 2018)  <b>Whole edition:</b>            The Sun</p>	<p>Two contemporary front covers of The Observer  <b>and</b> the front covers of:            The Observer (30 October 1966)            The Observer (6 November 1966)            The Observer (20 October 1968) <b>and</b>            One whole contemporary print edition of The Observer</p>	<p>AQA will publish a list of products that students must study on the secure area of the AQA website on 1 June preceding the start of the course.</p> <p>These are the Close Study Products (CSPs). The CSPs will be reviewed annually.</p> <p>Where a television programme is set as one of the CSPs, AQA will specify the episode that students should study in depth.</p>	
<p><b>Magazines</b></p>			
<p><b>Front covers:</b>            Pride (November 2015)            GQ (July 2016)</p>	<p>Mojo Magazine</p>		
<p><b>Advertising and Marketing</b></p>			
<p><b>Print:</b>            Quality Street (1956)            This Girl Can (2015)</p>	<p>The Lego Movie poster campaign and TV trailer</p>		
<p><b>Music Video</b></p>			
<p>Katy Perry, Roar  <b>or</b>            Taylor Swift, Bad Blood  <b>and</b>            Pharell Williams, Freedom  <b>or</b>            Bruno Mars, Uptown Funk  <b>and</b>            Duran Duran, Rio  <b>or</b>            Michael Jackson, Black or White (for assessment in 2020)            TLC, Waterfalls (for assessment in 2021 and beyond)</p>	<p>1. Wheatus – Teenage Dirtbag <b>and</b> Avril Lavigne – Sk8ter Boi  <b>or</b>            2. Mark Ronson, Bruno Mars – Uptown Funk <b>and</b> Beyoncé – If I Were a Boy  <b>or</b>            3. The Vamps – Somebody To You ft. Demi Lovato <b>and</b> Little Mix – Black Magic  <b>or</b>            4. Tinie Tempah, Jess Glynne – Not Letting Go <b>and</b> Paloma Faith – Picking Up the Pieces</p>		
<p><b>Radio</b></p>			
<p>The Archers</p>	<p>The Live Lounge, BBC Radio 1</p>		
<p><b>Video Games</b></p>			
<p>Pokemon Go (for assessment in 2020)            Fortnite (for assessment in 2021 and beyond)</p>	<p>The Lego Movie video game</p>		

Eduqas	OCR	AQA
All specifications require learners to study a range of media forms in terms of a theoretical framework which consists of media language, representation, media industries and audiences.		
<b>Film (for Industries only)</b>		AQA will publish a list of products that students must study on the secure area of the AQA website on 1 June preceding the start of the course.  These are the Close Study Products (CSPs). The CSPs will be reviewed annually.  Where a television programme is set as one of the CSPs, AQA will specify the episode that students should study in depth.
<b>Posters:</b> The Man with the Golden Gun (1974) Spectre (2015) <b>Online:</b> Spectre (2015)	The Lego Movie film (including 5 posters and UK TV trailer)	
<b>Television</b>		
Luther <b>and</b> The Sweeney <b>or</b> The IT Crowd <b>and</b> Friends	Cuffs The Avengers	
<b>Online, social and participatory media</b>		
Websites of Section B products	The Observer/Guardian website and social media	

## ASSESSMENT

We are dedicated to producing examination and non-examined assessment materials that are clear, focused and accessible for learners of all ages.

For example, take a look at one of the questions from our Sample Assessment Materials. There you will see how we construct our questions with clarity, logic and explicit and direct connections to our detailed specification.



## NON-EXAMINED ASSESSMENT

Component 3, Creating Media Products, offers learners the opportunity to create one of a wide choice of media products. Working within the parameters set by the regulatory body, we produce a range of briefs annually that allow for personal creativity and provide an opportunity to apply what has been learned throughout the course to an individual production.

An example, taken from our Sample Assessment Materials, is:

**Create a DVD front and back cover and a main theatrical release poster for a new film in the crime genre aimed at an audience of 16-24 year-olds (maximum 15 certificate). You may choose to produce marketing material for a film in a sub-genre of the crime genre.**

**Length: 3 pages (note: the front and back cover count as one page each)**

Learners have an opportunity to enter their audio-visual productions into The Moving Image Awards, designed in partnership with the British Film Institute, which recognises and rewards the UK's most talented young film and media creators. Every year, learners undertaking WJEC and Eduqas qualifications in Film and Media are invited to submit their work for consideration by our panel of judges.

# THE SUPPORT YOU NEED

## FREE TAILORED MEDIA STUDIES DIGITAL RESOURCES

We've created a wealth of free digital resources to support our qualifications. They have been developed to enhance learning, stimulate classroom discussion, and encourage student engagement. There are teacher-produced resources to support the delivery of every section of exam assessment. The resources library continues to grow as we continue to invest in quality support for teachers. Access our resources today at [resources.eduqas.co.uk](https://resources.eduqas.co.uk)

To watch a short video of our resources being put to use, follow this QR code  
<https://www.youtube.com/watch?v=bE2JcOsjDB8&t=1s>



## REGIONAL SUPPORT

Our Regional Support Team are also on hand to offer free support in the delivery of our qualifications. They can also give you face-to-face advice on our range of qualifications, online resources, CPD and curriculum developments. To book a visit or to find out more, please visit [www.eduqas.co.uk/RegionalSupportTeam](https://www.eduqas.co.uk/RegionalSupportTeam)



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## TEACHERS WHO HAVE MADE THE SWITCH

"I found the structure of the course more appealing than previous exam board...I feel Eduqas designed the course well to still be appealing to students and staff...."

Contacting the board has been easy and any questions I have, have been answered quickly and completely eased my worries."

LORRAINE BIRD,  
SUBJECT LEADER FOR MEDIA  
STUDIES, FARRINGDON  
COMMUNITY ACADEMY





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